

RJ REYNOLDS

TOBACCO COMPANY

COPY

March 20, 1998

RJR Account #509977

Mr. F. Stewart

H. FOURTUNIS DBA A-W

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

SALEM TEAR TAPE PROMOTION #800438: APRIL - JUNE

Dear Fred:

SALEM .30¢ Tear Tape product has been ordered, as well as 7 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future Salem .30¢ Tear Tape promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

SKU CUBE:	0.5020
SKU WT (w/o Product):	1.1350 lbs
Retail Sales Offers per Sku:	40 units
Billing per Sku:	4 Full Price Cartons

SUFFICIENT PRODUCT HAS BEEN PROVIDED TO SHIP THIS PROMOTION OVER A 3-MONTH DISTRIBUTION PERIOD TO YOUR RETAILERS ON THE ATTACHED CUSTOMER LIST. NO ADDITIONAL PRODUCT WILL BE SHIPPED FOR THIS PROMOTION. SHIP NUMBER OF CARTONS PER BRAND STYLE AS INDICATED ON THE ATTACHED CUSTOMER LISTS ON THE DESIGNATED SHIP DATES.

RJR will reimburse you \$14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$28.00 (2 (12M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION	'SAL 98 .30/1 PK'
--	-------------------

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162309

Enc. Retailer Letter

Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

H. FORTUNIS DBA A-W

APRIL / MAY / JUNE DELIVERY DATES

SALEM TEAR TAPE

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>1</u>
12300-24195	Full Flavor 100	<u>1</u>
12300-24196	Light	<u>1</u>
12300-24197	Light 100	<u>1</u>

Product / Premium Arrival: **April 6, 1998**

Ship Date to Retail: **Week of: April 13, 1998**

EFT \$ Amount: **\$1,182.92**

RETAIL DISTRIBUTION DATES

(REFER TO ATTACHED CUSTOMER LISTS)

APRIL DISTRIBUTION 4/13/98 (PRODUCT AND DISPLAY)

MAY DISTRIBUTION 5/4/98 (PRODUCT ONLY)

JUNE DISTRIBUTION 6/8/98 (PRODUCT ONLY)

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

51855 9792

WHOLESALE : 509977 HARRY FORTUNIS, INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
ALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85		M100		LT		TOTAL	CHAIN-ID	SUPPLIER
								QTY	QTY	QTY	QTY	QTY	QTY			
62308	162329	130749	CHANINGVILLE DELI	23 CHANNINGVILLE	WAPPINGERS	NY	12590									
62308	162329	562452	SIXTY SOUTH AVE. IN DBA	VILLAGE SERVI	WAPPINGERS	NY	12590									
62309	162330	179371	MINI MARKET	501 HIGHLAND AVE	PEEKSKILL	NY	10566									
62309	162330	179408	DA ROSE CORNER STOR	102 ALBANY POST R	BUCHANAN	NY	10511									
62309	162330	480979	BAISLEYS & MARAZINO	800 HUDSON AVE	PEEKSKILL	NY	10566									
62309	162330	546043	PEEKSKILL STATIONER	987 MAIN ST	PEEKSKILL	NY	10566									
62309	162329	696105	DELTA MOTORS	35 SMADBELU AVENU	CARMEL	NY	10512									

1 Carton each style

PAGE BREAK TOTAL ACCOUNTS 7 TOTAL QUANTITY

7-7-7-7

TEMPLATE TOTAL ACCOUNTS 7 TOTAL QUANTITY

APRIL DISTRIBUTION
4/13/98

51855 9793

WLESALER : 509977 HARRY FOURTUNIS, INC. <DIRECT>
MPLATE : 800438 80400 SAL 98 .30/1 NC
LES LEVEL : 16XXXX

ERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85		M100		M85		M100		TOTAL	CHAIN-ID	SUPPLIER
								QTY	QTY	QTY	QTY	QTY	QTY					
2308	162329	130749	CHANINGVILLE DELI	23 CHANNINGVILLE	WAPPINGERS	NY	12590											
2308	162329	562452	SIXTY SOUTH AVE. IN	DBA VILLAGE SERVI	WAPPINGERS	NY	12590											
2309	162330	179371	MINI MARKET	501 HIGHLAND AVE	PEEKSKILL	NY	10566											
2309	162330	179408	DA ROSE CORNER STOR	102 ALBANY POST R	BUCHANAN	NY	10511											
2309	162330	480979	BAISLEYS & MARAZINO	800 HUDSON AVE	PEEKSKILL	NY	10566											
2309	162330	546043	PEEKSKILL STATIONER	987 MAIN ST	PEEKSKILL	NY	10566											
2309	162329	696105	DELTA MOTORS	35 SMADBELU AVENU	CARMEL	NY	10512											

1 Carton each style

PAGE BREAK TOTAL ACCOUNTS 7 TOTAL QUANTITY

7-7-7-7

TEMPLATE TOTAL ACCOUNTS 7 TOTAL QUANTITY

MAY DISTRIBUTION
5/4/98

51855 9794

WLESALER : 509977 HARRY FOURTUNIS, INC. <DIRECT>
MPLATE : 800438 80400 SAL 98 .30/1 NO
LES LEVEL : 16XXXX

ERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85		M100		LT		TOTAL	CHAIN-ID	SUPPLIER
								QTY	QTY	QTY	QTY	QTY	QTY			
2308	162329	130749	CHANINGVILLE DELI	23 CHANNINGVILLE	WAPPINGERS	NY	12590									
2308	162329	562452	SIXTY SOUTH AVE. IN	DBA VILLAGE SERVI	WAPPINGERS	NY	12590									
2309	162330	179371	MINI MARKET	501 HIGHLAND AVE	PEEKSKILL	NY	10566									
2309	162330	179408	DA ROSE CORNER STOR	102 ALBANY POST R	BUCHANAN	NY	10511									
2309	162330	480979	BAISLEYS & MARAZINO	800 HUDSON AVE	PEEKSKILL	NY	10566									
2309	162330	546043	PEEKSKILL STATIONER	987 MAIN ST	PEEKSKILL	NY	10566									
2309	162329	696105	DELTA MOTORS	35 SMADBELU AVENU	CARMEL	NY	10512									

PAGE BREAK TOTAL ACCOUNTS 7 TOTAL QUANTITY

TEMPLATE TOTAL ACCOUNTS 7 TOTAL QUANTITY

14-14-14-14

June Distribution
6/8/98

51855 9795



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51855 9796